

# **REQUEST FOR APPLICATIONS (RFA)**

**RFA #EOM-DMPED-GS-0313**

*Grant Title:*

**Nannie Helen Burroughs Avenue, NE  
Small Business Capital Improvement Grant**

**Announcement Date:**

**Friday, November 23, 2012**

**RFA Release Date:**

**Monday, December 10, 2012**

**Application Deadline:**

**Friday, February 15, 2013  
4:00pm**

**Deliver to:**

**Online Submission Only**

**LATE APPLICATION SUBMISSIONS WILL NOT BE FORWARDED TO THE REVIEW PANEL**

## **TABLE OF CONTENTS**

	Page
<b>I. General Information</b>	<b>2</b>
• Program Purpose and Available Funds	2
• Eligible Applicants	2
• Ineligible Uses	3
• First Source Agreement Requirements	3
• Pre-Application Informational Session	5
• Contact Person	5
<b>II. SUBMISSION OF APPLICATION</b>	<b>6</b>
• Submission Requirements	6
• Proposal Format	7
<b>III. LIST OF ATTACHMENTS</b>	<b>10</b>
• Attachments A – F	
<b>IV. REVIEW AND SCORING OF APPLICATIONS</b>	<b>11</b>
• Review Panel	11
• Scoring Criteria	11
• Post Approval Requirements	12

I.

**GENERAL INFORMATION**

**Program Purpose:** The purpose of the Nannie Helen Burroughs Avenue, NE Small Business Capital Improvement Grant (the “Program”) is to support existing small businesses, attract new small businesses, increase the District’s tax base and create new jobs for District residents.

**Available Funds:** The Office of the Deputy Mayor for Planning and Economic Development (“ODMPED”) has allocated \$400,000 for this round of funding and will be awarding grants up to a maximum of \$85,000 each, pursuant to “Great Streets Development Act of 2005,” effective October 20, 2005 (D.C. Law 16-33; D.C. Official Code §47-340.20 et seq.). ODMPED published the Notice of Funding Availability (“NOFA”) in the D.C. Register on November 23, 2012 (59 DCR 13489).

**Eligible Applicants:** Eligible Applicants must own a retail or service business within the boundaries or with direct frontage on the boundaries set forth in Appendix A and must otherwise satisfy the eligibility requirements set forth in this RFA. The Applicant may be the owner of the property or the lessee. Eligible retail development projects shall not include liquor stores, nightclubs, bars, banks, or hotels.

**Eligible Applicants shall possess all of the following:**

1. Be a registered business in **Good Standing** with the DC Department of Consumer and Regulatory Affairs (**DCRA**), the Office of Tax and Revenue (**OTR**), the Department of Employment Services (**DOES**) and the Internal Revenue Service (**IRS**);
2. Possess site control as set forth below;
3. Own a retail or service business within the boundaries or with direct frontage on the boundaries set forth in Appendix A;
4. Possess proof of property and liability insurance (an insurance quote is permitted for new businesses)

**Site Control:** To be eligible for consideration and review, an Applicant must exhibit site control of the project through one of the following forms:

- Deed
- Contract of sale

- Option to purchase
- Executed Lease with at least three years remaining on the lease

**Eligible Uses:** Grant funds may be utilized to reimburse the grantee for the purposes of improving the subject property or purchasing equipment that will be used onsite.

**Ineligible Uses:** Grant funds may not be used for any of the following:

- Financing existing debt
- Projects begun prior to December 10, 2012
- Merchandise
- Acquisition of land or buildings
- Product Inventory
- Rent
- Payroll
- Day-to-day operational costs (e.g. utilities, taxes, maintenance, refuse)
- Moving expenses
- Business consulting expenses

**Eligible Locations – Nannie Helen Burroughs Avenue, NE:**

All projects must be physically located within the boundaries or have direct frontage on the boundaries set forth in Appendix A.

**First Source Agreement Requirements:**

Pursuant to Mayor’s Order 83-265, DC Law 5-93 and DC Law 14-24, as amended, one of the primary goals of the District of Columbia government is the creation of job opportunities for District of Columbia residents. Accordingly, potential grantees must enter into a First Source Employment Agreement with the Department of Employment Services (DOES) upon award of any grant proceeds. The First Source Agreement will require the grantee to: (i) use diligent efforts to hire and use diligent efforts to require its architects, engineers, consultants, contractors, and subcontractors to hire at least fifty one percent (51%) District of Columbia residents for all new jobs created by the Project, all in accordance with such First Source Employment Agreement and (ii) use diligent efforts to ensure that at least fifty one percent

(51%) of apprentices and trainees employed are residents of the District of Columbia and are registered in apprenticeship programs approved by the D.C. Apprenticeship Council.

All inquiries regarding the First Source Agreement should be directed to:

Anetta Graham Supervisor,  
First Source Program - Department of Employment Services  
4058 Minnesota Avenue, NE  
Third Floor  
Washington, DC 20019  
(202) 698-3757 Direct  
[anetta.graham@dc.gov](mailto:anetta.graham@dc.gov)

**General Reservation:** ODMPED reserves the right to accept or deny any or all Applications if ODMPED determines that it is in the best interest of the District to do so.

**Amendments to RFA:** ODMPED reserves the right to issue Addenda and/or Amendments to this RFA subsequent to the issuance of this RFA, or to rescind this RFA.

**No ODMPED Liability for Costs:** ODMPED shall not be liable for any costs incurred by Applicant in the preparation of Applications in response to this RFA. Applicant understands and agrees that all costs incurred in developing and preparing any Application shall be Applicant's sole responsibility.

**Pre-Award Visits to Sites:** ODMPED may conduct pre-award on-site visits to verify information submitted in an Application and to determine if the Applicant's facilities are appropriate for the grant award.

**Conflicts:** In the event of a conflict between the terms and conditions of the RFA and any applicable federal or local law or regulation, or any ambiguity related thereto, then the provisions of the applicable law or regulation shall control and it shall be the responsibility of the Applicant to ensure compliance.

Application Process: All Applicants must complete an Application available at the ODMPED  
Great Streets website: [www.greatstreets.dc.gov](http://www.greatstreets.dc.gov).

## **Pre-Application Informational Sessions:**

The Pre-Application Informational Session will be held on  
**Wednesday, January 09, 2013 at 6:30 pm at**  
**HD Woodson STEM High School**  
**540 55<sup>th</sup> Street NE,**  
**Washington, DC 20019**

## **Contact Person:**

For further information, please contact:

**LaToyia Hampton**  
Grants Manager,  
**Office of the Deputy Mayor for Planning  
and Economic Development**  
1100 4<sup>th</sup> Street, SW  
Suite 500  
Washington, DC 20024  
**(202) 724-7648**  
**[Latoyia.hampton@dc.gov](mailto:Latoyia.hampton@dc.gov)**

## II.

## SUBMISSION OF APPLICATIONS

**Submission Requirements:** The Applicant must submit a completed application with required attachments online via the ODMPED Great Streets website. Incomplete or late submissions will not be processed for review.

### **Submission Requirements for a Nannie Helen Burroughs Avenue, NE Small Business Capital**

#### **Improvements Grant include:**

- Completed Online Application
- Proposal (see proposal format outline)
- Information on Principal(s) of Applicant's Business
- Organizational Chart of Applicant
- Current and Immediate Past year Operating Budget (with revenue sources)
- Copy of Valid Business License
- Evidence of Site Control
- Clean Hands Self Certification from DCRA
- Tax Certification Affidavit
- Business Plan (see attachment E for a basic business plan outline)
  - ✓ Detailed cost sheet for tenant space build out
  - ✓ Funding description for the project, including a three year cash flow pro forma
  - ✓ Proposed timeline for project construction and projected opening date
  - ✓ Floor plan/layout of physical space, including square footage and existing fixtures
  - ✓ Photographs, renderings of proposed improvements to the interior and exterior, including design /layout/ "feel" (photos of similar concepts, material samples, etc.)
- Color Photograph of existing conditions
- If the Applicant is a lessee, written consent from property owner giving permission to conduct improvements
- Proof of funds for the project construction
- At least one detailed proposal from a licensed, bonded contractor reflecting work to be performed and costs
- Copies of 3<sup>rd</sup> party contracts, if available
- Partnership Agreement or Operating Agreement, if applicable

#### **Application Submission Date and Time**

**Online Applications are due by 4:00pm. EST, on Friday, February 15, 2013.**

### **Mail/Courier/Messenger Delivery**

The Deputy Mayor's Office of Planning and Economic Development will not accept applications via walk-ins/mail/courier service.

**LATE APPLICATIONS SUBMISSIONS WILL NOT BE FORWARDED TO THE REVIEW PANEL**

**PROPOSAL FORMAT:** Applicants are required to follow the format below; each proposal must contain the following information:

- Applicant Profile (Cover Page)
- Table of Contents
- Business Profile
- Proposal Summary
- Project Information
- Project Financing

### **Description of Proposal Sections:**

The purpose and content of each section are described below. Applicants should include all information needed to adequately describe their objectives and plans for services. It is important that applications reflect continuity among the goals, objectives, and project design. It is also important that the budget demonstrate the level of effort required for the proposed services.

### **Applicant Profile (Cover Page)**

Each application must include an applicant profile, which identifies the Applicant, type of business and the amount of grant funds requested. Profile should include the following:

- 1) Date
- 2) Name of Applicant Business
- 3) Contact Person
- 4) Address
- 5) Telephone/Fax of Applicant
- 6) Email Address/Webpage
- 7) Amount of Grant Request
- 8) Signature of Chief Executive Office/President/Director



## **Table of Contents**

The Table of Contents should list major sections of the application with a quick-reference page index.

### **Section – 1 Business Profile**

This tab should include the following information

- 1) Description of Business
- 2) Mission and History
- 3) Description of Owner(s)' Relevant Experience
- 4) Description of Business' Financial Viability

### **Section – 2 Proposal Summary**

This tab of the application should be brief and serve as the cornerstone of the proposal. The proposal summary should highlight the primary project objectives that are discussed in depth in other sections of the application.

### **Section – 3 Project Information**

This tab should include the following information:

- 1) Proposal Street Address**
- 2) Description of Property/Site – at a minimum the description should include:**
  - Neighborhood
  - Physical description (e.g. age, number of units, square footage need for repairs, renovation, type of construction. Etc.)
  - If property is occupied, profile of tenants in the property other than Applicant (residential, commercial or community facility)
  - If vacant land, lot size, previous use, etc.
  - Zoning (need for zoning variance)
  - Past uses of property and adjacent land uses
  - Challenges to development (physical or otherwise\_
  - Any other relevant information
- 3) Status of Site Control**

Description of the present ownership status, lease status, or current status of efforts to acquire the property.
- 4) Project Description and Projected Results**

This should include a description of the following:

  - Projected use of the property

- Outcomes/benefits of the project (e.g. Company XYZ will produce 6 long term permanent jobs)
- Proposed steps to undertake and complete the project
- Benefit and impact on the neighborhood
- Whether Applicant has had communication with or input from neighborhood residents. If so, what have been the results?
- Photos
- List and description of partners and development team

#### **Section – 4 Project Financing**

The budget for this proposal shall contain detailed, itemized cost information pertaining to the requested grant amount. The detailed line item budget shall contain a justification for each category listed in the budget. The narrative should clearly state how the Applicant arrived at the estimated budget figures. This tab should include the following information:

- 1) Line Item Budget
- 2) Amount Requested from the District
- 3) Detailed Line item budget for possible grant award

### III.

### LIST OF ATTACHMENTS

- Attachment A – Nannie Helen Burroughs Avenue, NW – Boundaries Map
- Attachment B - Tax Certification Affidavit (required)
- Attachment C - Clean Hands Self Certification (required)
- Attachment D - W-9 Form (required)
- Attachment E - Grantee Certification Form (required)
- Attachment F – Basic Business Plan Outline Sheet
  - Pro Forma Balance Sheet (sample)
  - Cash Flow Projections Template (sample)
  - Profit and Loss Template (sample)

#### IV. REVIEW AND SCORING OF APPLICATIONS

**Review Panel:** The review panel will review, score and rank each Applicant's proposal. When the review panel has completed its review, the panel shall make recommendations for awards based on the scoring process.

**Scoring Criteria:** Once an Application has been screened for basic eligibility, projects will be evaluated on the following criteria:

CRITERIA	POINTS
Prior Relevant Experience	20
Financial Viability	20
Projected Tax Revenue	15
New Jobs Created for DC Residents	15
Commitment to the Use of CBE Contractors	15
Age of Business/Start Date of Business	10
Environmental Sustainability	5
<b>TOTAL</b>	<b>100</b>

##### **Prior Relevant Experience**

The District will more highly rate Applicants who have successfully owned and/or operated ventures similar to the proposed business. A successful Applicant will demonstrate, through the expertise of proposed key personnel, that they are qualified to operate the business. Relevant experience can be demonstrated through such examples as previous business operational or ownership experience.

##### **Financial Viability**

The District will more highly rate Applicants who demonstrate that they possess the financial resources to open and/or operate the proposed business. Applicant must demonstrate the long-term financial viability through the quality of their business plan, cash flow statements, or other financial data (i.e. audit, lines of credit, debt/equity, etc.).

**Projected Tax Revenue**

The District will more highly rate Applicants who demonstrate that the District's investment into the proposed business will generate tax returns to the District.

**New Jobs Created for District Residents**

The District will more highly rate Applicants who include in their proposals employment opportunities for local residents. Applicants should detail the number of full-time and/or part-time positions created and/or retained as well as the type of compensation for the job.

**Use of CBE Contractors**

The District will more highly rate Applicants who include in their proposals opportunities for CBEs.

**Age of Business/Start Date of Business**

The District will more highly rate Applicants who are prepared to open the proposed business within a reasonable period of time upon receipt of the grant award.

**Environmental Sustainability**

The District will more highly rate Applicants who incorporate environmentally sustainable features in the proposed capital improvements for the proposed or existing business.

**Post Approval Requirements:****Grant Agreement**

Upon approval of an application by ODMPED, an official Notice of Grant Award (NOGA) will be issued to the recipient business stating it has received a District Award. ODMPED will issue a grant agreement to the Applicant explaining the terms and conditions of the grant.

The grant agreement must be signed and returned within 10 days of the date of the grant agreement or the offer may be withdrawn.

**Monthly Progress Reports**

Approved Applicants are responsible for completing and submitting Monthly Progress reports to ODMPED by the 30<sup>th</sup> of each month during the term of the grant as outlined in the grant agreement. Timely reporting is a condition of the grant.

**Reimbursement of Actual Costs Incurred**

The grant agreement shall provide that grant recipients shall be only reimbursed for actual costs incurred in connection with an eligible project. Recipients shall submit invoices to ODMPED for reimbursement.

**Reservations:**

- ODMPED reserves the right issue addenda and/or amendments subsequent to the issuance of this Request for Application (RFA), or to rescind this Request for Applications.
- ODMPED reserves the right to review and approve or disapprove of any applications or proposed use of funds.
- ODMPED reserves the right to ongoing approval or disapproval of any design, construction, or rehabilitations after the execution of the grant agreement.